



Make a statement at the Kentucky Derby with  
America's most effective out-of-home  
transportation advertising





# A high-impact campaign at the Kentucky Derby

Location

Louisville, KY

POI

Churchill Downs

Timing

May 5-6, 2023 (2 days)

Attendance

150,000+

Audience Type

Sports fans

Event Details

Click [HERE](#)

1

## Wrapped Rideshare Cars



2

## Choreographed BLITZ Campaigns



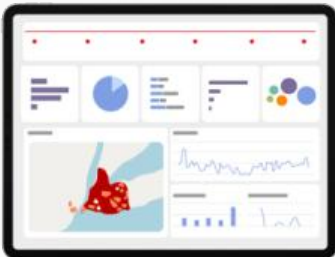
3

## Optional In-Car Marketing



4

## Attribution Reporting



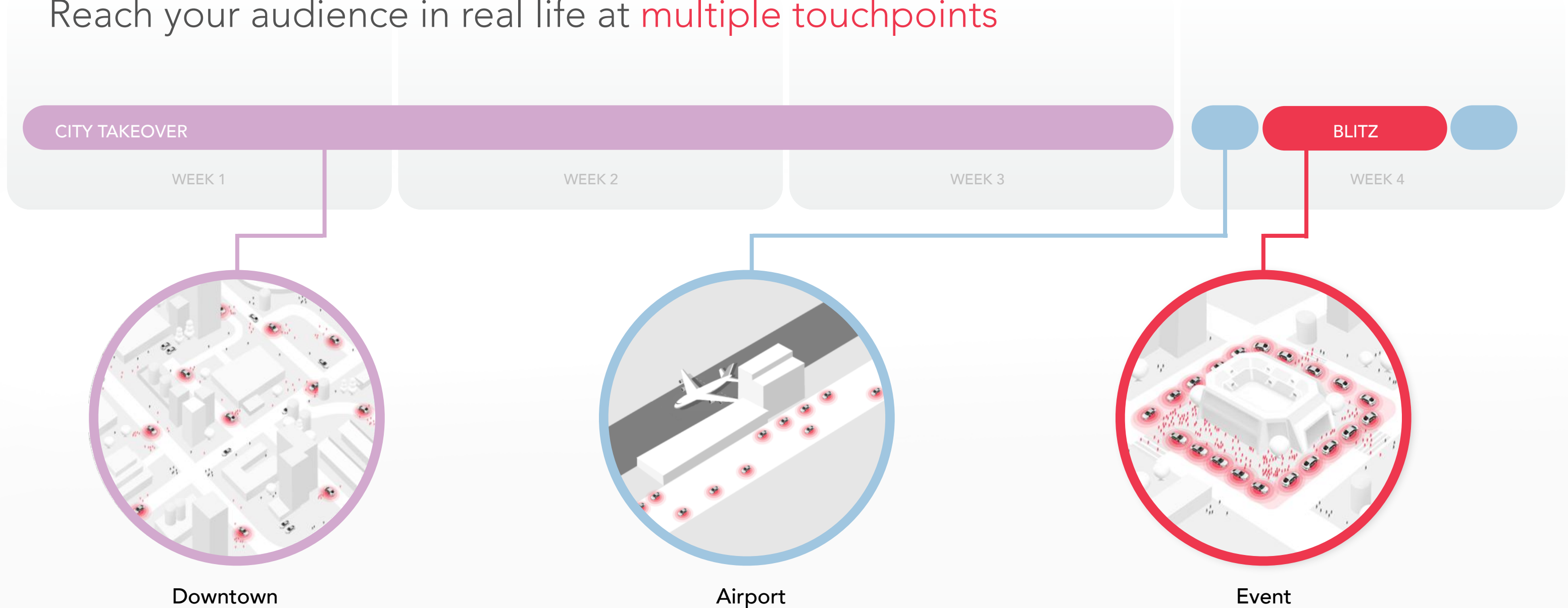
Premium Rideshare Cars  
(Half wrapped or Fully wrapped)  
'Ubering' 40+ hours per week  
throughout the most crowded  
areas of the city

Send your Branded Rideshare Cars  
to swarm the event venue or any  
priority locations in the area at key  
moments and make a splash with  
the audience

Equip the cars with Giveaways,  
headrest flyers w/ QR codes,  
incentives, swag, etc. to provide an  
immersive and trackable rideshare  
experience to passengers

Measure vehicle performance,  
impressions, lift in website traffic  
or foot traffic, app downloads, and  
online conversions attributed to  
mobilads OOH exposures

## Reach your audience in real life at **multiple touchpoints**



Take over the city of Louisville with a fleet of wrapped rideshare cars driving 40+ hours per week throughout Downtown, 2 to 4 weeks leading up to the event

Send your wrapped cars to drive through arrivals/departures rideshare lanes at Louisville International Airport the day before and after event, reaching your audience as they arrive and leave the city

Send your wrapped cars to swarm the Churchill Downs area and weave through rideshare pick up/drop off locations where thousands of attendees are entering and leaving the area.

Click [HERE](#) to view location details



## Event Blitz Route Details

Swarm the streets closest to the Churchill Downs entrances where 150,000+ attendees will be entering and leaving, focusing on the rideshare drop-off areas at L&N Stadium (circling S Floyd to Central Ave) and S 3rd street towards the racecourse.



View interactive map [here](#).







Note: Road closures are highlighted in red, Blitz route is highlighted in green. More info [here](#).





Rate Card

City Takeover + BLITZ Campaign

|   | Format   | Package Description   | Number of Vehicles | Total Impressions | Total Media Cost | One-time Production Cost | Total Campaign Cost |
|---|--|---|--------------------|-------------------|------------------|--------------------------|---------------------|
|    | Wrapped Rideshare Cars Half Wraps (180 Viewshed) | City-Takeover, 4 weeks<br>Uber and Lyft cars driving 40+ hours per week in high-traffic areas throughout Louisville | 50                 | 6,608,000         | \$42,500         | \$12,500                 | \$55,000            |
|    | Wrapped Rideshare Cars Full Wraps (360 Viewshed) | City-Takeover, 4 weeks<br>Uber and Lyft cars driving 40+ hours per week in high-traffic areas throughout Louisville | 50                 | 8,920,800         | \$65,000         | \$50,000                 | \$115,000           |
|  | BLITZ Campaign                                   | High-Impact, Less Time<br>Swarm any location at specific times for 40 hours total during the event                  | 10                 | 862,960           | \$10,000         | Included                 | \$10,000            |
|  | BLITZ Campaign                                   | High-Impact, More Time<br>Swarm any location at specific times for 100 hours total during the event                 | 10                 | 1,787,560         | \$25,000         | Included                 | \$25,000            |
|  | BLITZ Campaign                                   | Event Domination, Less Time<br>Swarm any location at specific times for 200 hours total during the event            | 25                 | 2,157,400         | \$50,000         | Included                 | \$50,000            |
|  | BLITZ Campaign                                   | Event Domination, More Time<br>Swarm any location at specific times for 400 hours total during the event            | 25                 | 4,314,800         | \$100,000        | Included                 | \$100,000           |

NOTE: Pricing depends on number of cars and duration. We suggest a minimum of 25 cars for a city-takeover and a minimum of 10 cars for a BLITZ



160

Blitz Hours

1.3M+

Relevant Impressions

**ibotta**<sup>®</sup>

Case Study:  
Groceryshop Conference  
BLITZ Campaign

**Location** Las Vegas, NV

**Venue** Mandalay Bay

**Target Audience** Retail Executives

**Timing** 4 days

**Primary Goal** Amplify Ibotta's presence at Groceryshop conference and leave a memorable impression to attendees with wrapped rideshare cars

Ibotta was looking for a unique way to make a statement at one of the largest retail conferences in Las Vegas, where OOH inventory was limited and sponsorships were expensive.

The mobilads team wrapped 10 rideshare cars that swarmed Mandalay Bay during the event reaching thousands of retail executives each day as they were entering and leaving the event

Reach out to learn more!



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Impressions Methodology: [mobilads Impressions Methodology](#)

Attribution Case Study: [Campaign Attribution Study](#)